Rep Order# 9796738 Ver# 3 Status Revised EC'd Yes

Traffic Order# 50326

08/17/2012 1:12 PM 08/17/2012 12:53 PM

Last Received: Showing Buylines: All Rep & Sta Revised Lines

Printed:

Station EKRC-TV CINCINNATI, OH

Advertiser) POLITICAL ISSUE GROU

Product **RNC** Estimate# 3037

Buyer Tracey Robinson

Phone# Fax#

) NATIONAL MEDIA RESEARCH PLANNING Rep Firm Agency (

815 SLATERS LANE ALEXANDRIA, VA 22314

20/445/3037 Agency C/P1/P2/E

Flight Dates 08/18/2012 - 08/24/2012

Hiatus Weeks

Sales Office () WASHINGTON Salesperson () ALEXANDRA BRADLEY

1 of 3

Salesperson Phone# 202-955-5342

Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED TIME PERIODS. PLS CNF

V3 Time Changed, Comment Changed

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
 Rating	*1 g: 1.3	M Sales Rem	ark:	PSP LOCAL12 NWS@10 V3 TP CHG	:30	s350.00	08/20-08/20	1	1	1	\$350.00	
Rating	*2 g: 1.3	W Sales Rem	10P-103 mark:	Comment Changed S5P LOCAL12 NWS@10 V3 TP CHG	:30	s350.00	08/22-08/22	1	1	1	\$350.00	
Ratino	*3 g: 2.0	V3 Time C SA Sales Rem	10P-103	Comment Changed 35P LOCAL12 NWS@10 V3 TP CHG	:30	\$350.00	08/18-08/18	1	1	1	\$350.00	
Ratino	*4 g: 1.5	V3 Time C SU Sales Rem	10P-103	Comment Changed 35P LOCAL12 NWS@10 V3 TP CHG	:30	s350.00	08/19-08/19	1	1	1	\$350.00	

 Rep Order#
 9796738
 Ver#
 3
 Status
 Revised
 Traffic Order# 50326
 Printed:
 08/17/2012 1:12 PM

 EC'd
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 08/17/2012 12:53 PM

 Showing Buylines:
 All Rep & Sta Revised Lines

Station EKRC-TV CINCINNATI, OH Advertiser () POLITICAL ISSUE GROU Product RNC Estimate# 3037		Agency (815 SL ALEXA Agency C/P1/P2/	Rep Firm Sales Office () WASHINGTON Salesperson () ALEXANDRA BRADLEY										
Buyer Phone Fax#		Fracey Robins	son		Flight Dates Hiatus Weeks	08/18/	2012 - 08/24/20	12	Salesperson Salesperson		202-955-5 202-955-5	-	
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	* 5	TU	1035P- 1105P	SEINFELD		:30	s200.00	08/21-08/21	1	1	1	\$200.00	
Rating	1: 0.8												
		Sales Rem	nark:	V3 TP CHG									
		V3 Time C	Changed,	Comment Changed									
	* 6	TH	1035P- 1105P	SEINFELD		:30	S200.00	08/23-08/23	1	1	1	\$200.00	
Rating	8.0 :												
		Sales Rem	nark:	V3 TP CHG									
		V3 Time C	hanged,	Comment Changed									
Ratino	*7	F	1035P- 1105P	SEINFELD		:30	s200.00	08/24-08/24	1	1	1	\$200.00	
Nacille	. 0.0	Sales Rem	ark.	V3 TP CHG									
				Comment Changed									

2 of 3

---REPORT TOTALS---

Report Totals: 7 / \$2,000.00

---SALES MONTHLY TOTALS---

Aug 12: 7 / \$2,000.00

Sales Totals: 7 / \$2,000.00

Station Totals: 7 / \$2,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals S100,000 CABL 0 % EKRC 2% UNKN 0% 0 % WBQC WCPC 24% WKRC 23% 36₺ 7 % WLWTWSTR 8 % WXIX

Books null Demos RA35+
 Rep Order#
 9796738
 Ver#
 3
 Status
 Revised
 Traffic Order# 50326
 Printed:
 08/17/2012 1:12 PM
 3 of 3

 EC'd
 Yes
 Last Received:
 08/17/2012 12:53 PM

Showing Buylines: All Rep & Sta Revised Lines

Fax#

StationEKRC-TV CINCINNATI, OHAgency() NATIONAL MEDIA RESEARCH PLANNINGRep FirmAdvertiser() POLITICAL ISSUE GROU815 SLATERS LANESales Office () WASHINGTONProductRNCALEXANDRIA, VA 22314Salesperson () ALEXANDRA BRADLEY

Estimate# 3037 Agency C/P1/P2/E 20/445/3037

 Buyer
 Tracey Robinson
 Flight Dates
 08/18/2012 - 08/24/2012
 Salesperson Phone#
 202-955-5342

 Phone#
 Hiatus Weeks
 Salesperson FAX#
 202-955-5348

 Rep Order#
 9796738
 Ver#
 2
 Status
 Returned
 Traffic Order# 50326
 Printed:
 08/17/2012 12:11 PM
 1 of 2

 EC'd
 Yes
 Last Received:
 08/17/2012 11:43 AM

Last Received: 08/17/2012 11:43 AM Showing Buylines: All Rep & Sta Revised Lines

Station EKRC-TV CINCINNATI, OH Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm

Advertiser () POLITICAL ISSUE GROU 815 SLATERS LANE Sales Office () WASHINGTON

ProductRNCALEXANDRIA, VA 22314Salesperson () ALEXANDRA BRADLEYEstimate#3037Agency C/P1/P2/E 20/445/3037

 Buyer
 Tracey Robinson
 Flight Dates
 08/18/2012 - 08/24/2012
 Salesperson Phone#
 202-955-5342

 Phone#
 Hiatus Weeks
 Salesperson FAX#
 202-955-5348

--- CONTRACT COMMENT ---

--- REMARKS ----

Fax#

pls see all lines on order. pls correct time specs news airs 10--1035p seinfeld airs 1035--1105p t/r lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	М	10P-1030P	LOCAL12 NWS@10	:30	s350.00	08/20-08/20	1	1	1	\$350.00	
Rating	r: 1.3											
		Station F	Remark: V	2 news airs 10-1035p pls change tp								
	*2	W	10P-1030P	LOCAL12 NWS@10	:30	\$350.00	08/22-08/22	1	1	1	\$350.00	
Rating	g: 1.3	Station H	Remark: V	2 news airs 10-1035p pls change tp								
Ratino	*3	SA	10P-1030P	LOCAL12 NWS@10	:30	s350.00	08/18-08/18	1	1	1	\$350.00	
Rating	j. 2.0	Station I	Remark: V	2 news airs 10-1035p pls change tp								
Rating	*4 *• 1 5	su	10P-1030P	LOCAL12 NWS@10	:30	s350.00	08/19-08/19	1	1	1	\$350.00	
Nacing	,. 1,5	Station I	Remark: V	2 news airs 10-1035p pls change tp								
Rating	*5	TU	1030P-11P	SEINFELD	:30	s200.00	08/21-08/21	1	1	1	\$200.00	
vactil	j. U,C	Station I	Remark: V	2 seinfeld airs 1035-1105p pls chan	ge tp							

 Rep Order#
 9796738
 Ver#
 2
 Status
 Returned
 Traffic Order# 50326
 Printed:
 08/17/2012 12:11 PM
 2 of
 2

 EC'd
 Yes
 Last Received:
 08/17/2012 11:43 AM

Showing Buylines: All Rep & Sta Revised Lines

Station EKRC-TV CINCINNATI, OH Advertiser () POLITICAL ISSUE GROU Product RNC Estimate# 3037 Buyer Tracey Robinson Phone# Fax#				815 SLATERS LANE ALEXANDRIA, VA 22314 Agency C/P1/P2/E 20/445/3037 Flight Dates 08/18/2012 - 08/24/2012				Rep Firm Sales Office () WASHINGTON Salesperson () ALEXANDRA BRADLEY Salesperson Phone# 202-955-5342 Salesperson FAX# 202-955-5348					
Fax# LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*6	TH	1030P-111	P SEINFELD		:30	s200.00	08/23-08/23	1	1	1	\$200.00	
Ratin	g: 0.8	Station F	Remark: \	/2 seinfeld airs 1035-	-1105 pls chang	ge tp							

*7 F 1030P-11P SEINFELD

:30 \$200.00 08/24-08/24 1 1 1 \$200.00

Rating: 0.8

Station Remark: V2 seinfeld airs 1035-1105p pls change tp

---REPORT TOTALS---

Report Totals: 7 / \$2,000.00

---SALES MONTHLY TOTALS---

Aug 12: 7 / \$2,000.00 Sales Totals: 7 / \$2,000.00 Station Totals: 7 / \$2,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

0% 28 24% Market Totals \$100,000 CABL EKRC UNKN 0 원 WBQC 0 용 WCPO 23% 36% 7% 8 % WKRC WLWTWSTR WXIX

Books null Demos RA35+
 Rep Order#
 9796738
 Ver#
 1
 Status
 New
 Traffic Order#
 Printed:
 08/17/2012
 11:16 AM
 1 of 2

 EC'd
 No
 Last Received:
 08/17/2012
 9:45 AM

Showing Buylines: All Lines

Station EKRC-TV CINCINNATI, OH Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
Advertiser () POLITICAL ISSUE GROU 815 SLATERS LANE Sales Office (

Advertiser () POLITICAL ISSUE GROU 815 SLATERS LANE
Product RNC ALEXANDRIA, VA 22314
Estimate# 3037 Agency C/P1/P2/E 20/445/3037

--- CONTRACT COMMENT ---

) WASHINGTON

) ALEXANDRA BRADLEY

Salesperson (

--- REMARKS ---

Fax#

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
 Rating	1 1: 1.3	 M	10P-1030P	LOCAL12 NWS@10	Pa	:30	s350.00	08/20-08/20	1	1	1	\$350.00	
Rating	2 g: 1.3	W	10P-1030P	LOCAL12 NWS@10		:30	\$350.00	08/22-08/22	1	1	1	\$350.00	
Rating	3 g: 2.0	SA	10P-1030P	LOCAL12 NWS@10		:30	\$350.00	08/18-08/18	1	1	1	\$350.00	
Rating	4 g: 1.5	su	10P-1030F	LOCAL12 NWS@10	de production de la constant de la c	:30	s350.00	08/19-08/19	1	1	1	\$350.00	
Rating	5 g: 0.8	TU	1030P-11F	SEINFELD	P1	:30	s200.00	08/21-08/21	1	1	1	\$200.00	
Rating	6 g: 0.8	TH	1030P-11F	SEINFELD	THE SECONDARY OF THE SE	:30	s200.00	08/23-08/23	1	1	1	\$200.00	
Rating	7 g: 0.8	F	1030P-11F	P SEINFELD		:30	s200.00	08/24-08/24	1	1	1	\$200.00	

2 of 2 Printed: 08/17/2012 11:16 AM Traffic Order# Status New Rep Order# 9796738 Ver# 1 Last Received: 08/17/2012 9:45 AM EC'd No Showing Buylines: All Lines) NATIONAL MEDIA RESEARCH PLANNING Rep Firm Agency (Station EKRC-TV CINCINNATI, OH Sales Office () WASHINGTON 815 SLATERS LANE) POLITICAL ISSUE GROU Advertiser) ALEXANDRA BRADLEY Salesperson (ALEXANDRIA, VA 22314 Product RNC Agency C/P1/P2/E 20/445/3037 3037 Estimate# Salesperson Phone# 202-955-5342 Flight Dates 08/18/2012 - 08/24/2012 Buyer Tracey Robinson Salesperson FAX# 202-955-5348 Hiatus Weeks Phone# Fax# --- REPORT TOTALS---Report Totals: 7 / \$2,000.00 ---SALES MONTHLY TOTALS---Aug 12: 7 / \$2,000.00 Sales Totals: 7 / \$2,000.00 Station Totals: 7 / \$2,000.00 Lines not sent/rcld/rtrn: 0 / \$0.00 ---COMPETITIVE---0 ₹ WCPO 24% 0% WBQC 2% UNKN 0% EKRC Market Totals \$100,000 CABL 7% 8 % XIXW WLWT 36% WSTR 23% WKRC

null

RA35+

Books

Demos

Spot Manager: All, 08/18/12-08/24/12



Date W	leekday Air Time Ler	ngth	Rate Ad-ID	Inv. Code (Booked)	Time Period	Order Product Desc	riptior Estimate	# Priority	Spot# AE
tiser: Republican Natior	al Committee								
gency: National Media T	eam								
Station: EKRC-TV									
Order: 50326									
Line: 1									
08/20/12	Monday 0:07:56 PM	:30	\$350.00	M-Su 10p Local 12 News	10p-1035p	RNC	3037	P-2	1 MWA
			\$350.00						
Line: 2	Vednesday	:30	\$350.00	M-Su 10p Local 12 News	10n 1035n	RNC	3037	P-2	1 MWA
00/22/12 \		.30	\$350.00	W-Su Top Local 12 News	тор-тозор	TANO	3031		1
Line: 3		L	Ψοσο.σσ				19 and Este		<u> </u>
08/18/12	Saturday 0:14:22 PM	:30	\$350.00	M-Su 10p Local 12 News	10p-1035p	RNC	3037	P-2	1 MWA
1.00		6.34	\$350.00	Authorities (Company)					. 1
Line: 4		Section Control						***************************************	200,00000000000000000000000000000000000
08/19/12	Sunday 0:34:21 PM	:30	\$350.00	M-Su 10p Local 12 News	10p-1035p	RNC	3037	P-2	1 MWA
545A45		Annak 🗀	\$350.00	Signal Addition of the colors					1
Line: 5									
08/21/12	Tuesday	:30	\$200.00	M-F 1035p-1105p	1035p-1105p	RNC	3037	P-1	1 MWA
545255			\$200.00	Carpena Actabre	English State				1),
Line: 6			000000	N 5 4005 - 4405 -	4005- 4405-	DNO	2027	D 4	4 84844
08/23/12	Thursday	:30	\$200.00 \$200.00	M-F 1035p-1105p	1035p-1105p	RNC	3037	P-1	1 MWA
Line: 7			\$200.00					Li	<u> </u>
08/24/12	Friday	:30	\$200.00	M-F 1035p-1105p	1035p-1105p	RNC	3037	P-1	1 MWA
00/24/12	Thady		\$200.00	- 70 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	1000р 1100р				1
			\$2,000.00				34 2 B	Grafi B.A.L.P	7
William Committee of the Committee of th		66. I	\$2,000.00						7
			\$2,000.00				THE SEAS CLASS		7
		WAE	\$2,000.00					Name of the last o	7
		THE RESERVE OF THE PARTY OF THE	\$2,000.00	CONTRACTOR OF THE CONTRACTOR O	The state of the s	not be a self-control of the self-control of t	Control of the Contro	And the second s	7

[Filtered by:] [Sorted by: Station]